

ORDER



Orders
Order / Rev: 201732
Alt Order #: 06845108
Product Desc: 9/25-10/1 PRIORITIES USA
Estimate: 1562
Flight Dates: 09/25/12 - 10/01/12
Original Date / Rev: 08/27/12 / 09/06/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: Mundy Katowitz Media
Buying Contact:
Billing Contact:
 1322 G Street, Southeast
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Priorities USA Action
Demographic: A35+
Product Codes: PL2
Priority: P1
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN7584/SP7302

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	16	\$6,150.00	\$5,227.50
10/01/12	10/01/12	3	\$550.00	\$467.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	16	\$6,150.00	\$5,227.50	0.00
October 2012	3	\$550.00	\$467.50	0.00
Totals	19	\$6,700.00	\$5,695.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	8%	\$6,700.00
Market	100%	\$83,750.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	33%	\$27,637.50
WGNT	6%	\$5,025.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	23%	\$19,262.50
WTVZ	4%	\$3,350.00
WVEC	26%	\$21,775.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	10/01/12	10/01/12	M-F 10-11a Millionaire	CM	10-11a	M-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	M-----	1		\$100.00	0.00							
E 2	WVBT	09/25/12	09/25/12		CM	10-11a	-T-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 10-11a Millionaire											
				MILLIONAIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$100.00		0.00			
E 3	WVBT	09/26/12	09/26/12	M-F 10-11a Millionaire	CM	10-11a	--W----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
				MILLIONAIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$100.00		0.00			
E 4	WVBT	09/27/12	09/27/12	M-F 10-11a Millionaire	CM	10-11a	---T---	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
				MILLIONAIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$100.00		0.00			
E 5	WVBT	09/28/12	09/28/12	M-F 10-11a Millionaire	CM	10-11a	----F--	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
				MILLIONAIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$100.00		0.00			
E 6	WVBT	09/25/12	09/25/12	M-F 4-5p M-F 4-5p	CM	4-5p	-T-----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
				JERRY SPRINGER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$250.00		0.00			
E 7	WVBT	09/26/12	09/26/12	M-F 4-5p M-F 4-5p	CM	4-5p	--W----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
				JERRY SPRINGER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$250.00		0.00			
E 8	WVBT	09/27/12	09/27/12	M-F 4-5p M-F 4-5p	CM	4-5p	---T---	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
				JERRY SPRINGER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$250.00		0.00			
E 9	WVBT	09/28/12	09/28/12	M-F 4-5p M-F 4-5p	CM	4-5p	----F--	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
				JERRY SPRINGER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$250.00		0.00			
E 10	WVBT	10/01/12	10/01/12	M-F 4-5p M-F 4-5p	CM	4-5p	M-----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
				JERRY SPRINGER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$200.00		0.00			
E 11	WVBT	09/25/12	09/25/12	Springer M-F 5-6p Jerry Springer	CM	5-6p	-T-----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$250.00		0.00			
E 12	WVBT	09/27/12	09/27/12	Springer M-F 5-6p Jerry Springer	CM	5-6p	---T---	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$250.00		0.00			
E 13	WVBT	10/01/12	10/01/12	Springer M-F 5-6p Jerry Springer	CM	5-6p	M-----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$250.00		0.00			
E 14	WVBT	09/26/12	09/26/12		CM	6-7p	--W----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6-7p Maury Povich											
				MAURY POVICH											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--W----			1		\$250.00		0.00				
E 15	WVBT	09/26/12	09/26/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	--W----	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--W----			1		\$1,200.00		0.00				
E 16	WVBT	09/28/12	09/28/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	----F--	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----F--			1		\$1,200.00		0.00				
E 17	WVBT	09/25/12	09/25/12	M-F 11-1130p 30 Rock	CM	11-1130p	-T-----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
				EXTRA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-T-----			1		\$300.00		0.00				
E 18	WVBT	09/27/12	09/27/12	M-F 11-1130p 30 Rock	CM	11-1130p	---T---	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
				EXTRA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	---T---			1		\$300.00		0.00				
E 19	WVBT	09/29/12	09/29/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S-	-----S-	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
				SATURDAY LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S-			1		\$1,000.00		0.00				
													Totals	19	\$6,700.00